

The subject of agricultural marketing covers all the services of moving agricultural product from agricultural farmers to market consumer. To this services including several kind of activities. Such as planning production, harvest product, package, transportation, selling etc.... Sri Lankan agricultural sector are consist with Tea, Rubber, Coconut and Paddy.

There is most important sector in agricultural sector to the all economy. Because most agricultural product is take in the natural environment. So environmental influence is directly affected to the agricultural marketing.

The farmers are faced by several problems in the agricultural sector. Such as, environmental influences, lack of knowledge, lack of rules & regulation, poor planning etc..... Through agricultural marketing we need give solution for this problem.

To develop the agricultural sector need to conducted supportive policy & legal, government contribution, proper planning the production, branding the product like that.

The agricultural product is most important to develop the country. Then we need to develop agricultural sector. Then need to consider about the agricultural marketing. The agricultural marketing can develop this kind of products.

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